

Message Text

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ACTION EUR-12

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FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 9345
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO
AMCONSUL GOTEBORG UNN

UNCLAS STOCKHOLM 6844

FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: DECEMBER POLLUTION CONTROL SHOW PRELIMINARY REPORT

REF: STOCKHOLM 6743

1. POLLUTION CONTROL EQUIPMENT EXHIBITION.
2. US TRADE CENTER FOR SCANDINAVIA, STOCKHOLM, DECEMBER
6-10, 1976.
3. THIRTYEIGHT EXHIBITORS (20NTM); 25 PARTICIPANTS (17 NTM).
4. ACTUAL SALES DURING SHOW: \$77,680; SALES EXPECTED NEXT
12 MOS: \$8,241,720.
5. ACTUAL SALES NTM: \$77,680; OTM: NONE
PROJECTED SALES NTM: \$7,398,000; OTM: \$843,720.
6. ELEVEN EXHIBITORS SOUGHT REPRESENTATION (FIVE EXHIBITORS
REPORTED SEARCH FOR REPRESENTATIVE AS PRIMARY OBJECTIVE IN
PARTICIPATING).
7. TWO EXHIBITORS APPOINTED 3 REPRESENTATIVES DURING SHOW.

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8. NINE EXHIBITORS EXPECT TO APPOINT ADDITIONAL 17
REPRESENTATIVES IN NEXT 12 MOS.

9. REGISTERED VISITORS: 788

10. SUCCESS STORIES:

A) NTM PACIFIC SCIENTIFIC CO., CITY OF COMMERCE, CA,
INTRODUCED THEIR FLUID CONTAMINATION CONTROL INSTRUMENTS
TO SCANDINAVIA. HEINZ KUPFER, HIAC ENGINEER, EUROPE, FROM
THE SWISS SUBSIDIARY EXPECTS TO APPOINT DISTRIBUTORS IN
SWEDEN AND DENMARK IN THE NEXT TWO MONTHS AND A DISTRIBUTOR
IN FINLAND IN THE NEXT 12 MONTHS AND PROJECTS \$153,000 IN FIRST
YEAR SALES. HE COMMENTED: "THE SHOW WAS VERY WELL ORGANIZED
AND I FEEL THAT A LOT OF PUBLICITY HAD BEEN MADE TO ATTRACT
CUSTOMERS AND REPRESENTATIVE COMPANIES. WE APPRECIATED THE
OPPORTUNITY TO GET BACKGROUND INFORMATION ON REPRESENTATIVES
AND AGENTS IMMEDIATELY FROM THE COMMERCIAL SECTION". CLEARED
FOR PUBLICATION.

B) NTM RESOURCES CONSERVATION CO. (RCC), RENTON, WA CAME
INTO THE SHOW AS THE RESULT OF CONTACTS MADE BY THE CONSULATE
GENERAL IN GOTEBORG WITH PROVINCIAL ENVIRONMENTAL PROTECTION
AGENCY OFFICIALS WHO DISPLAYED A STRONG INTEREST IN RCC'S
BRINE CONCENTRATION SYSTEM AND DEWATERING SLUDGE SYSTEM
WHICH PROMISE TO MEET A PARTICULAR NEED OF PETROCHEMICAL
AND REFINERY PLANTS IN THE GOTEBORG AREA. A SPECIAL MAILING
WAS MADE TO INVITE KEY DECISION MAKERS IN SCANDINAVIA TO A
SUCCESSFUL TECHNICAL PRESENTATION BY DR. THEODORE M FOSBERG
OF RCC'S PROCESS ENGINEERING DEPT. WILLIAM W STICKNEY,
MANAGER, MARKETING SERVICES EXPECTS VERY SIGNIFICANT LONG
RANGE SALES TO DEVELOP FROM THE CONTACTS HE MADE AT THE SHOW,
PROJECTING \$5 MILLION IN FIRST YEAR SALES. HE COMMENTED:
"TALKED TO ABOUT 50 PROSPECTS WHO SHOWED REAL INTEREST, OF
WHICH WE CONSIDER 12 AS FIRM SALES LEADS. USUAL MINIMUM
LEAD-TIME TO FINALIZE CONTRACT NEGOTIATION AND SALE OF
\$5 MILLION SYSTEM IS ONE YEAR TO 18 MONTHS". CLEARED FOR
PUBLICATION.

C) NTM THERMO SYSTEMS INC., ST. PAUL, MN, PENETRATED THE
SWEDISH MARKET FOR THE FIRST TIME WITH THEIR AIR PARTICLE
ANALYZERS AND MONITORS AND APPOINTED A SWEDISH SALES
REPRESENTATIVE AT THE SHOW. FRED KIRSCHFINK, TECHNICAL
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DIRECTOR THERMO-SYSTEM'S BELGIAN OFFICE, ALSO EXPECTS
TO APPOINT A FINNISH REPRESENTATIVE WITH WHOM HE ENTERED
NEGOTIATIONS AT THE SHOW. HE COMMENTED: "GOOD SHOW; WELL
PREPARED. WE WILL TRY TO COME TO OTHER SHOWS." CLEARED FOR
PUBLICATION.

11. AMBASSADOR ATTENDED PRESS CONFERENCE AT TRADE CENTER
DECEMBER 6 AND ISSUED A STATEMENT TO THE REPORTERS TYING

EXHIBITION TO US ENVIRONMENTAL POLICY (STATEMENT WAS
PREPARED BY ECONOMIC COUNSELOR AND TRANSLATED AND REPRODUCED
FOR TRADE CENTER BY USIS STOCKHOLM). AMBASSADOR OPENED VIP
RECEPTION AND VISITED EACH BOOTH TO WELCOME EXHIBITORS WITH
GUEST OF HONOR, VALFRID PAULSSON, DIRECTOR GENERAL OF
SWEDEN'S ENVIRONMENTAL PROTECTION AGENCY. SEMINAR
PROGRAM WAS HIGHLY EFFECTIVE IN BRINGING MAJOR INDUSTRIALISTS
AND ENVIRONMENTAL OFFICIALS TO VISIT SHOW. OVER 50 SWEDISH
INDUSTRIAL ENGINEERS IN STOCKHOLM FOR WORKER PROTECTION
AGENCY COURSE VISITED SHOW AND ATTENDED AFTER-SHOW COCKTAIL
RECEPTION WITH EXHIBITORS DECEMBER 8 .EXHIBITORS WERE
PLEASSED WITH VERY HIGH QUALITY OF SHOW VISITORS AND NOT ONE
REPORTED FAILURE TO ACHIEVE OBJECTIVE IN PARTICIPATING.

12. ONLY 52 VISITORS (6.6 PERCENT OF TOTAL) CAME FROM OTHER NORDIC
COUNTRIES (6 FROM DENMARK, 22 FROM FINLAND, 24 FROM NORWAY).
REFLECTING SMALL NUMBER OF EXHIBITORS WHO PERMITTED US TO
PUBLICIZE THEIR SEARCH FOR REPRESENTATION BEFORE THE SHOW (FIVE).
AS USUAL, HOWEVER, THESE VISITORS ACCOUNTED FOR A
DISPROPORTIONATE SHARE OF MOST SHOW ACCOMPLISHMENTS:
17 PERCENT OF SALES LEADS (7 FROM DENMARK, 52 FROM FINALND, 66
FROM NORWAY), 19 PERCENT OF IMMEDIATE SALES (\$5,000 TO FINLAND,
\$10,000 TO NORWAY), 28 PERCENT OF REPRESENTATION LEADS (2 FROM
DENMARK, 8 FROM FINALDN, 6 FROM NORWAY), 33 PERCENT OF
REPRESENTATIVES APPOINTED (ONE FROM DENMARK), 53 PERCENT OF
ADDITIONAL REPRESENTATION APPOINTMENTS UNDER NEGOTIATION
(ONE FROM DENMARK, FIVE FROM FINLAND, THREE FROM NORWAY),
BUT 6.4 PERCENT OF SALES PROJECTIONS (\$20,000 TO DENMARK,
\$308,667 TO FINLAND AND \$198,900 TO NORWAY). SENIOR
COMMERCIAL SPECIALIST FROM AMEMBASSY HELSINKI VISITED
SHOW WITH GROUP OF 11 KEY END-USERS, REPRESENTATIVES AND
DECISION MAKERS FROM FINLAND INCLUDING DIRECTOR OF ONE
OF FINLAND'S LARGEST MANUFACTURERS AND SECRETARY GENERAL
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OF MINISTRY OF INTERIOR'S ENVIRONMENTAL PROTECTION
COUNCIL. EXHIBITORS FOUND FINNISH GROUP TOP QUALITY
AND APPRECIATED ASSISTANCE RENDERED AT EXHIBIT BY
COMMERCIAL SPECIALIST.

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